MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

LIC1027
INTERCULTURAL COMMUNICATION
(All groups/sections)

19 OCTOBER 2018
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** page.
2. Answer **ALL** questions in the Answer Booklet provided.

STRUCTURED QUESTIONS [50 MARKS]

Instruction: Answer **ALL** questions.

Question 1

(a) Explain the following imperatives of intercultural communication:
   i. peace
   ii. self-awareness (4 marks)

(b) Explain the social science approach to studying intercultural communication. (6 marks)

Question 2

(a) Define culture (3 marks)

(b) Explain with examples the four barriers to intercultural communication. (12 marks)

Question 3

(a) Explain the following statements about identity:
   i. Identities are created through communication
   ii. Identities are multiple
   iii. Identities are dynamic (6 marks)

(b) Define gender identity. (4 marks)

Question 4

(a) What are the three characteristics of intercultural conflict? (3 marks)

(b) Explain with examples two types of intercultural conflict. (5 marks)

Question 5

(a) What is culture shock? (2 marks)

(b) Explain with examples two communication challenges in tourism context. (5 marks)

End of Paper